



**CITY OF GREENSBORO  
FOR IMMEDIATE RELEASE**

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***GREENSBORO NAMED A "FIT COMMUNITY"***

**GREENSBORO, NC (May 18, 2006)** – Fit Together has named Greensboro a "Fit Community," a new statewide designation. The Fit Community designation recognizes North Carolina communities that have excelled in promoting healthier lifestyles among their residents. Greensboro Mayor Keith Holliday, accepted this honor on behalf of Greensboro.

The Greensboro Parks & Recreation Department and the Guilford County Department of Public Health submitted an application for this designation through the Heart and Stroke Health Partnership, a local community coalition that promotes physical activity and healthy eating in Guilford County.

"We are very proud that Greensboro was one of the first cities to be chosen as a Fit Community," said Anita Ramachandran, Community Health Educator and facilitator of the Heart and Stroke Health Partnership. "From a public health standpoint, we know that providing infrastructure, such as bike trails and local farmers' markets, makes it easier for residents to adopt good habits."

"The Fit Community designation affirms the quality of life that we all know and love in Greensboro," said Candice Bruton, Strategic Planning Administrator of the Greensboro Parks & Recreation Department. "Working together, health service agencies and public agencies are striving to put the foundation in place that paves the way for our residents to easily live healthy lifestyles day to day. To me, this designation means that we can be proud of the job we are doing and encourages us to continue our efforts."

Fit Together is the statewide initiative sponsored by Blue Cross and Blue Shield of North Carolina (BCBSNC) and the N.C. Health and Wellness Trust Fund (HWTF) to combat obesity and overweight. Lt. Gov. Bev Perdue, chair of the HWTF, and Bob Greczyn, president and CEO of BCBSNC, presented the awards at a ceremony held Wednesday May 10.

Fit Together launched the Fit Community program in 2005 to reward communities for supporting healthy eating, physical activity and tobacco-free living through policy and community infrastructure. All North Carolina municipalities and counties were eligible for the Fit Community

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designation and nearly fifty communities applied. Applications were judged based on objective criteria collected from peer-reviewed studies and national programs, and the selection process was managed by Active Living by Design in Chapel Hill.

Obesity has emerged as a major threat to children and adults across the United States, and especially here in North Carolina. According to the Centers for Disease Control and Prevention, 61 percent of North Carolina adults are overweight or obese, and 25 percent reported no exercise in the prior 30 days. Fit Together's mission is to support programs and initiatives that address this growing problem.

The following communities received the first-ever Fit Community designations: City of Asheville, Town of Chapel Hill, Town of Cramerton, City of Durham, City of Greensboro, City of Mount Airy, Town of Oak Island and the City of Wilmington. Pitt County received an Honorable Mention.

The Fit Community application was prepared by the Heart and Stroke Health Partnership, a collaborative of representatives including the Guilford County Health Department's Reach For Health Unit, Greensboro Parks & Recreation Department, Greensboro Department of Transportation, the Congregational Nurses Program, Guilford Health Partnership and many others. Established in 1995 the Heart and Stroke Health Partnership strives to reduce the risk of heart disease and stroke in Guilford County by:

- Facilitating collaboration among organizations and individuals.
- Promoting effective policies and environmental changes.
- Facilitating and conducting activities to support positive individual lifestyle choices.
- Identifying and utilizing community resources.

As a recipient of the Fit Community designation, Greensboro will receive:

- Highway signage
- A plaque for the Mayor's office
- Recognition on the Fit Together website, [www.FitTogetherNC.org](http://www.FitTogetherNC.org)
- Use of the Fit Community designation logo for all communications

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The City of Greensboro works in partnership with the community to build an increased quality of life for all residents by fostering an environment where inclusion, diversity, and trust are valued. As the seventh largest employer in Greensboro, the City has a dedicated professional staff of 2700 employees who maintain four core values of honesty, integrity, stewardship, and respect. The City of Greensboro is governed by a council-manager form of government where a mayor and eight council members act as the legislative body. For more information on the City of Greensboro, please visit us online at [www.greensboro-nc.gov](http://www.greensboro-nc.gov).

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